

MEDICAL MEETINGS

2009 Online Rates & Specs

The **Medical Meetings** section of **MeetingsNet.com** provides up-to-date information about regulatory and educational issue surrounding pharmaceutical and CME meetings.

- Latest industry news • Exclusive online editorial
- Recommended articles • Searchable archives and more—100% dedicated to the medical meetings and CME market.

Sponsorships on high visibility positions ensure that your online ads capture the attention of the medical meeting planning executives you need to reach. Increase awareness of your destination or service, drive traffic to your Web site, and build your customer base with **MeetingsNet.com** online opportunities.

MEETINGSNET offers a variety of cost-efficient options to build your brand online:



Top Left Button
180x150
exclusive sponsorship
\$1,255 gross

Lower Large Button
300x250
exclusive sponsorship
\$1,075 gross

Right Side Large Button
300x250
exclusive sponsorship
\$1,145 gross

FREQUENCY DISCOUNTS

- 3 months—10% off rate card
- 6 months—15% off rate card
- 12 months—20% off rate card

Formats currently accepted: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif

Will accept for testing: DHTML, Audio, Real, Shosikeles

Non-accepted formats: Java, Java Applet, Video

3rd Party Ad Serving: Most 3rd Party Ad Tags including DART (internal redirect), Bluestreak, Mediafarm, and Atlas accepted. All 3PAS must be accompanied by anti-caching documentation.

Dimensions and file sizes: 36K: 300 x 250, 180x150

Frames and looping: Maximum frames=4; looping=3 times

Materials due 2 business days prior to posting for banner ads and 5 days prior to posting for rich media ads. Include referring URL and alternate text with instructions.

Cancellation policy: Banners, sponsorships, and e-newsletters require a 4-week written cancellation notice

Send all advertising materials to
elizabeth.brown2@penton.com

For more information on sponsorship and advertising opportunities online, or to create a customized package to fit your needs, contact your sales representative or:

Sandy Nichols, New Media Sales Analyst
716-988-3777

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